Rank in size
Marlboro 100's

March 1
Delta 1161 | 9:08 am $143.00
March 11 1:55 pm | 2:52 pm

(1) Red 100's performance vs Gold 100's
Top 10 100 mm mkts

Look at 10 similar mkts as Red 100's
Strong category mkts
Look at Red perf in these mkts
If there is discrep. examine that Red performance to explain why

(2) • How many mkts Red pkg #1
• How " " Total red growing
→ Blue Books 80 + 85 > #1 Ranked pkg

(3) • # things re Menthol Gold 100's

→ Total 2 packings & compare 4th Q 1977 to 4th Q 1978.

→ Examine Books to see what Menthol is doing in Grand Rapids.
Nothing to say w/ mo. Absolutely flat

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